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## HOW IS THE IMPLEMENTATION OF HALAL SELF DECLARE CERTIFICATION IN MICRO AND SMALL ENTERPRISES IN SURABAYA?

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### Abstract

This research aims to explore, analyze, and evaluate the implementation of halal certification for micro and small businesses through BPJPH (Indonesian Halal Certification Agency) and to understand how this certification process functions for these businesses in Surabaya from an Islamic economic perspective. Conducted as part of the Wijaya Putra University's Higher Education Research Strategic Plan for 2020–2024 in the field of Managing Innovation and creative Industry, this study utilizes a descriptive qualitative method. Data collection involved observation, interviews, and note-taking, followed by analysis stages including data collection, reduction, presentation, conclusion, and verification. The findings indicate that the BPJPH halal certification process for micro and small businesses in Surabaya in 2023, particularly for food products, involves several stages from online registration to certification approval after inspections and a Fatwa Commission hearing. From an Islamic economic standpoint, halal certification applies ethical principles such as aqidah, Siddiq, and Amanah, emphasizing the significance of halal food, assurance, security, and consumer protection for both consumers and business operators.

**Keywords:** *Halal Certification, Micro and Small Enterprises, Business Actors*

### A. INTRODUCTION

Halal has become part of a person's lifestyle or is known as a halal lifestyle. The halal lifestyle is not only liked by Muslims but non-Muslims too<sup>1</sup>. Indonesia is the country with the largest Muslim population in the world with 231 million people or around

86,7%. Thus, Indonesian citizens consume halal food by Islamic law<sup>2</sup>. In the Al-Quran, Surah Al Maidah (5) verse 88, Allah commands humans to consume food and drinks that are not only halal but must also be good. The following is QS Al Maidah; 88:

<sup>1</sup> Widayat, W., Suzery, M., Ardianto, H.A., (2022), Analisis Pemahaman Umkm di Kota Semarang

terhadap Kebijakan Produk Halal, Jurnal Ripetek, 16(2), 153-160.

<sup>2</sup> <https://worldpopulationreview.com/country-rankings/muslim-population-by-country>

وَكُلُوا مِمَّا رَزَقَكُمُ اللَّهُ حَلَالًا طَيِّبًا وَاتَّقُوا اللَّهَ الَّذِي أَنْتُمْ بِهِ  
مُؤْمِنُونَ

Meaning: “And eat halal and good food from what Allah has provided for you, and fear Allah in Whom you believe”. In this verse, Allah commands his servants to eat the halal and good sustenance that has been given to them. Halal here means halal objects and halal methods of obtaining them. The market share in Indonesia for food is 12.6% Indonesia is known as the largest consumer of halal food and clothing products in the world. Currently, Indonesia still has to import halal food products to meet domestic needs<sup>3</sup>. Indonesia has not been able to utilize this potential optimally. Even though Indonesia has the opportunity to become the largest producer and exporter of halal products in the world, including halal food products. The COVID-19 pandemic that hit the world at the end of 2019 had positive implications for the halal food industry. The need to consume clean and healthy food has increased, which are these characteristics can be fulfilled by halal food. Growth in Indonesia's halal food exports will reach 46% in 2021 which is the highest growth rate achieved compared to previous years. The halal food sector is the leading sector in the halal industry in Indonesia.

The food issue is the second target of the 17 targets of the Sustainable Development

Goals (TPB) or what is known as Sustainable Development Goals (SDGs), namely eliminating hunger, achieving food security and good nutrition, and improving sustainable agriculture. The Surabaya City Government, to support this, is implementing development with a priority of empowering the local economy, increasing marketing of regional products/services, and strengthening business partners. The programs implemented include a tourism marketing program, a program to increase the attractiveness of tourist destinations, a program for organizing Micro, Small, and Medium Enterprises (MSMEs), and a food safety monitoring program<sup>4</sup>. Surabaya City Government is intensifying implementation and certification for Small and Medium Enterprises (UKM), through various programs and activities. One of them is through socialization about the importance of halal food product certification for SMEs, especially business actors in the food sector. The halal industry has quite promising opportunities for MSMEs.

This is in line with research by Fathoni and Syahputri (2020)<sup>5</sup>. Halal certification for MSMEs provides a positive response to their turnover Ririn Tri Puspita Ningrum( 2022)<sup>6</sup>. Likewise, research conducted by Hadiyanto et al, (2021)<sup>7</sup> states that certification for MSMEs in the food sector such as culinary. This occurred with an increase in consumer/citizen awareness of the need for halal food. The number of MSMEs in Indonesia reached 64.2

<sup>3</sup> <https://menpan.go.id/site/berita-terkini/pemerintah-terus-dorong-pengembangan-ekonomi-dan-keuangan-syariah>

<sup>4</sup> Peraturan Walikota Nomor 70 Tahun 2022 tentang Perubahan atas Peraturan Walikota Surabaya Nomor 68 Tahun 2019 tentang Pedoman Penyelenggaraan Kegiatan Pembangunan Sarana dan Prasarana Kelurahan dan Pemberdayaan Masyarakat di Kelurahan

<sup>5</sup> Fathoni, M. A., Syahputri, T. H. (2020). Potret Industri Halal Indonesia: Peluang dan Tantangan.

Jurnal Ilmiah Ekonomi Islam, 6(03), 428-435. doi: <http://dx.doi.org/10.29040/jiei.v6i3.1146>

<sup>6</sup> Ririn Tri Puspita Ningrum. 2022. Problematika Kewajiban Sertifikasi Halal bagi Pelaku Usaha Mikro dan Kecil (UMK) di Kabupaten Madiun. Istithmar : Jurnal Studi Ekonomi Syariah 6 (1): 43-58. <http://doi.org/10.30762/istithmar.v6i1.30>.

<sup>7</sup> Hadiyanto dkk. 2022. Implementasi Jaminan Produk Halal Bagi Jaringan Pengusaha Muslim Indonesia dan Saudagar Muhammadiyah Kota Semarang. IJH : Indonesian Journal of Halal Vol 4 (2) 62-66.

million with a contribution to the Gross Domestic Product (GDP) of IDR 8,573.89 trillion or around 61.07%. The existence of MSMEs contributes positively to the Indonesian economy, one of which is the ability to absorb 97% of the total workforce, and collect up to 60.42% of total investment in Indonesia (Ministry of Cooperatives and Small and Medium Enterprises<sup>8</sup>.

In the city of Surabaya, the number of MSMEs registered as of December 2022 was 59,007, consisting of 13,441 MSMEs registered with the department and consisting of 45,566 registered in 31 sub-districts, including culinary business actors (Jatim.tribunnews.com, 2023)<sup>9</sup>. Law Number 33 of 2014 concerning Halal Product Guarantees, has been amended by Law Number 11 of 2020 concerning Job Creation, where in the amended articles there is an article inserted that requires micro and small business actors to have halal certificates for their processed products. To have/include a halal label on processed products, of course, there must be certification stating that a product can be declared halal. In issuing certificate processing, based on Article 44 of Law Number 33 of 2014 concerning Halal Product Guarantees, the financing of halal certification is borne by business actors, while in the case of micro and small business actors, it can be facilitated by the government or institutions. One way is by certifying and monitoring halal food products in the community so that independent and competitive economic activities can be carried out. Law Number 33 of 2014 concerning Halal Product Guarantees (JPH) is an important marker of the era of halal food guarantees. If previously halal guarantees

were voluntary or voluntary, then they will be mandatory or mandatory, after the enactment of this law. Article 4 of Law 33/2014 concerning JPH states that all products entering, circulating, and trading in Indonesian territory must be certified halal, including food products.

The holder of halal certification authority has shifted to the Halal Food Guarantee Organizing Agency (BPJPH) under the Ministry of Religion (Kemenag). Head of BPJPH, Dr. Muhammad Aqil Irham, M.Sc. targeting the acceleration of 10 million MSMEs certified for halal food products by 2024, through the implementation of the self-declare scheme. This is done to make Indonesia the world's halal center. The implementation of self-declaration requires at least around 10 thousand Halal Product Process (PPH) assistants. However, there is a priority problem for MSMEs that do not have halal food product certification. MSMEs have a strategic role in driving the regional economy, as well as improving the welfare of community members<sup>10</sup>.

## Implementation

The definition of implementation is execution or application. Laws are created to be implemented. The law can be seen from its form through explicitly formulated rules, which contain actions that must be implemented in the form of law enforcement. Law enforcement is a process of implementing the law that involves humans and their behavior<sup>11</sup>. Implementation is a series of activities to deliver policies to the community so that the policies can bring the expected

<sup>8</sup> <https://diskopukm.rohilkab.go.id/views/kemenkop-ukm-siapkan-roadmap-umkm-naik-kelas>

<sup>9</sup>...<https://jatim.tribunnews.com/2023/03/11/peningkata-n-sektor-umkm-surabaya-jadi-perhatian-rakerda-ika-lemhanas-jawa-timur>

<sup>10</sup> <https://sharia.republika.co.id/berita/rv48bo490/kejar-target-bpjph-telah-terbitkan-sertifikasi-halal-untuk-14-juta-produk>

<sup>11</sup> Ishaq (2017). Pengantar Hukum Indonesia. Ed.1., Cet.4. Jakarta : Rajawali Pers, 979-979-769-742-6.

results<sup>12</sup>. It can be understood that implementation is one of the stages in public policy.

Public policy in the form of a law is a type of policy that requires explanatory public policy or is often referred to as implementing regulations. Implementation Theory according to Edward and Emerson, explains that there are four critical variables in the implementation of public policies or programs, including; communication or clarity of information, consistency of information, availability of resources in a certain quantity and quality, attitude and commitment from program or policy implementers, bureaucrats, and bureaucratic structure or operational standards governing work and management procedures. These variables are related to each other to achieve the objectives of implementing regulatory policies<sup>13</sup>.

### Halal Certification

Halal comes from Arabic which means by the Shari'a or permitted. The opposite of halal is haram, which means it is not prescribed or prohibited. Halal and haram are universal issues that apply to all aspects of life. The word halal is usually used for food matters. All food is considered halal unless it is described as haram (forbidden) by the Qur'an or hadith. Pork is one of the foods that is forbidden for Muslims to eat. Halal issues have now become a common topic of conversation, this is due to the increasing public knowledge, both general knowledge and religion. Awareness of the

importance of consuming halal products causes the government to quickly intervene regarding halal and haram issues<sup>14</sup>.

A halal certificate is a fatwa document from the Indonesian Ulema Council (MUI) declaring that a product is halal according to Islamic law. This halal certificate is a necessary condition to be licensed by a competent government agency to label halal on product packaging. Halal products are products that meet the Halal requirements under Islamic law, specifically that they do not contain pork, human organs, or dirt. All ingredients from halal animals slaughtered according to Islamic law as well as all non-alcoholic foods and beverages are permitted. Providing halal certification for food, medicine, cosmetics, and other products is aimed at ensuring the halal status of the product, to reassure the minds of Muslim consumers. However, lack of understanding often means that very few businesses have the awareness to register for halal certification<sup>15</sup>. The goal of halal certification is essentially to protect the rights of consumers, in this case, Muslim consumers. Halal certification aims to determine whether a product is worthy of being Halal-certified.

The benefits of halal certification essentially demonstrate a certain urgency, in addition to the benefits of consumers and economic entities. The urgency for business actors is that halal certification will provide added value to the products being bought and sold. Apart from that, business actors do not

<sup>12</sup> Aisah, H., Zaqiah, Q., & Supiana, A., (2021). Implementasi Kebijakan Asesmen Kemampuan Minimum (AKM): Analisis Implementasi Kebijakan AKM). *Jurnal Pendidikan Islam Al-Affan*, 1(2). 128-135.

<sup>13</sup> Idham Imam Seputra (2020). PENGARUH IMPLEMENTASI KEBIJAKAN TERHADAP EFEKTIVITAS PENANGGULANGAN COVID-19 OLEH PEMERINTAH DAERAH KABUPATEN KERINCI. Nusanara:Jurnal Ilmu

Pengetahuan Sosial, 7(2). 408-420.

<http://dx.doi.org/10.31604/jips.v7i2.2020.408-420>

<sup>14</sup> Muchtar (2012). Perilaku Komunitas Muslim Perkotaan dalam Mengonsumsi Produk Halal. *Harmoni: Jurnal Multikultural & Multireligius* Vol. 11 (2). 129-141.

<sup>15</sup> Susanto, Burhanuddin (2011) Pemikiran hukum perlindungan konsumen dan sertifikasi halal. UIN-Maliki Press, Malang. ISBN 978-602-958-364-9.

need to worry about the confidentiality of the formulas contained in their products because the law regulates the confidentiality of formulas included in the information submitted to BPJPH as contained in Article 57 of the JPH Law<sup>16</sup>.

### **Businessmen**

Economic development is largely determined by success in the real sector. To achieve this success, it is necessary to empower economic businesses that involve economic entities. According to Law Number 8 of 1999 concerning consumer protection, it does not use the term producer but uses the term economic entities, as stated in Article 1 point 3, which means any natural or legal person, whether in legal form or not, established and domiciled or carrying on business within the jurisdiction of the Republic of Indonesia, individually or jointly through agreements to carry out business activities in different economies. Decree of the Minister of Tourism, Post and Telecommunications Concerning Business Provisions and Classification of Restaurants, in the general meaning chapter, article 1 explains that a restaurant leader or producer is one or more people who lead and are responsible for the running of a restaurant business daily. From these two definitions it can be concluded that in the author's opinion, a producer or business actor is one or more people who run a business<sup>17</sup>.

### **Micro and Small Enterprises**

Micro and Small Enterprises are one of the fields that make a significant contribution to spurring Indonesia's economic growth. This is because MSEs have a very large absorption capacity for labor and are close to the small people. The Central Statistics Agency (BPS) defines SME as a form of business that, by its size, means family businesses and small businesses that employ between 1 and 19 people. At the same time, medium-sized companies have between 20 and 99 employees (Jauhari, 2010). According to Law No. 20 of 2008 on Micro, Small and Medium Enterprises (MSME): 1) A microenterprise is a manufacturing enterprise owned by another individual and/or an individual business organization that meets the criteria of micro-enterprises as stipulated in this Law, 2) small enterprises are autonomous economic production enterprises, operated by natural persons or legal entities, and are not subsidiaries or branches of enterprises established by the State. Businesses that own, control, or are part of, directly or indirectly, a medium or large enterprise that meets the small business criteria. large-scale enterprises according to the provisions of this law and 3) medium-sized enterprises are autonomous production economic enterprises, carried out by a natural or legal person that is not a subsidiary or branch of a company owned, controlled or partly owned by the company, directly or indirectly with small companies. a large enterprise or enterprise having an amount of net assets or annual sales turnover as prescribed by this Act<sup>18</sup>.

### **Islamic Economics**

<sup>16</sup> Aristyanto, Erwan, (2023). Implementasi Sertifikasi Halal Self Declaire Pada Usaha Mikro Dan Kecil Di Surabaya. *Prosiding SEMNASTEKMU*, 3(1). 90-108.

<sup>17</sup> Kristania Montolalu, Jemmy Sondakh, Bobby Pinasang, (2023). TANGGUNG JAWAB PELAKU USAHA TERHADAP KONSUMEN TENTANG

KESALAHAN PENGIRIMAN PESANAN MAKANAN MELALUI APLIKASI GOJEK. *Lex Administratum* Vol 11(4).

<sup>18</sup> Suyadi, Syahdanur & S. Susie 2017, 'Analisis pengembangan usaha mikro kecil dan menengah (UMKM) di kabupaten bengkalisriau', *Jurnal Ekonomi KIAT*, vol. 29, no. 1, hal. 1-10.

The word economics comes from the Greek words *oikos* and *nomos*. The word *oikos* means household (housework), while the word *nomos* means executive. So, generally speaking, economics is defined as the laws of the household or the management of the household. Economy does not only mean the economy of a household but can also mean the economy of a village, city, and even an entire country<sup>19</sup>. In general, economics is a social science that studies human activities related to the production, distribution, and consumption of goods and services. Islamic economics or Sharia economics has been defined by Muslim scholars with many different definitions.

According to Monzer Kahf, he explains that Islamic economics is a part of economics that is interdisciplinary in the sense that the study of Sharia economics cannot be independent but requires a good and thorough mastery of the disciplines of basic sciences as well as operational sciences. . as analytical tools such as mathematics. , statistics, logic, and useful fiqh. M.A. Mannan defines Sharia economics as a social science that studies human economic affairs based on Islamic values.

Yusuf Qardhawi defines the Sharia economy as an economy based on god. The nature of this economic system starts from Allah Azza Wa Jalla, the ultimate goal is Allah Azza Wa Jalla and uses means that are inseparable from the laws of Allah Azza Wa Jalla. According to Umar Chapra, Islamic economics is a branch of science that helps people achieve prosperity through the allocation and distribution of various scarce resources by the goals set based on Sharia law. , without unduly restricting personal freedom, without creating or impairing personal

freedom. macroeconomic and ecological imbalance. family solidarity. and the social and moral bonds that exist in society<sup>20</sup>. The urgency of this research is the government's efforts to accelerate poverty alleviation, one of which is through a free halal certification program for micro and small businesses. The results of this study can be used to develop strategies to increase the competitiveness of micro and small enterprise products more appropriately and sustainably. It is with this background that the researcher is finally interested in conducting this research. This research is by the Wijaya Putra University Higher Education Strategic Research Plan for 2020 - 2024 in the leading areas of Managing Innovation and creative Industry with the research topic Standardization and competitiveness of MSMEs and Creative Industries, therefore the author is interested in conducting research entitled " How Implementation of Halal Certification in Micro Enterprises and Small in the City of Surabaya?"

## B. RESEARCH METHODS

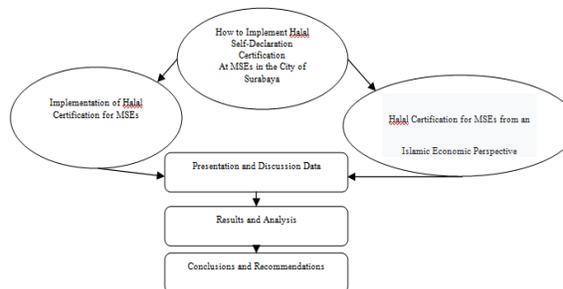
This type and approach to research uses qualitative methods, where a research mechanism relies on descriptive descriptions of words or sentences that are arranged systematically from collecting data to reporting research findings. According to Sudyaharjo, Qualitative research is a set of carefully planned problem-solving methods with a fairly loose design, flexible data collection, and a focus on developing theories derived through a procedural method—direct loading. Descriptive qualitative research aims to provide the most accurate data possible about people, conditions, or other phenomena. Especially to confirm hypotheses, so that they

<sup>19</sup> Fauzia, Ika Yunia and Riyadi, Abdul Kadir (2018) Prinsip dasar ekonomi Islam: perspektif maqashid al syariah. Adhitya Adrebina Agung Jakarta. ISBN 978-602-7985-58-2.

<sup>20</sup> Yoyok Prasetyo, Prasetyo (2018) Ekonomi syariah. Aria Mandiri Group. ISBN 978-602-6616-48-7.

can contribute to the consolidation of old theories or be part of the development of new theories<sup>21</sup>.

The subjects in this research are MSEs, the Surabaya City BPJPH Executive Board which is related to the implementation of halal certification in Micro and Small Enterprises in the city of Surabaya who provided primary data for this research with the following criteria: Products in the form of food/drinks that use ingredients that have been confirmed to be halal. (Ingredients derived from animal elements must come from a slaughterhouse that has halal certification), The production process is simple and can be guaranteed to be halal, Has a maximum turnover of 500 million/year and a minimum business operation period of 1 year, Priority is given to those who already have an NIB. Primary data is data obtained from the first source, from individuals, such as from the results of interviews or questionnaires usually conducted by researchers<sup>22</sup>. The sampling technique used by the author in this study is the purposive sampling technique. According to Ibrahim, purposive sampling is also known as judgment sampling. Purposive sampling is used in cases where experts use judgment to select specific targeted informants. With purposive sampling, researchers never know whether the selected respondents are representative of the population<sup>23</sup>. With this, the author attracts MSEs as research respondents with the criteria for MSEs applying for halal certification in 2023.



Picture of Research Implementation Flow

## C. RESULTS AND DISCUSSION

A good food or food product must contain goodness in it. Every product that is made should not only be distributed and distributed, it should be introduced to the wider community so that people become more familiar and informed. Apart from just being introduced, it is also packaged with food safety guarantees such as halal certification. Halal certification has procedures that have been established with a clear legal basis. Data on business actors as informants in this research are as follows: 1. Ardana Durian Durian Ardana is a micro and small business unit (UMK) that operates in other beverage industries. Durian Ardana is located in Gubeng District, Surabaya City.

The product from this UMK is durian juice. 2. Umi Food is a micro and small business unit (UMK) that operates in the cooking spices and food flavoring industry. Umi Food is located in Gubeng District, Surabaya City. This product from UMK is onion chili sauce. 3. Nyoss Chips Nyoss Chips is a micro and small business unit (UMK) that operates in the cooking spices and food flavoring industry. Nyoss Chips is located in Benowo District, Surabaya City. The products from this UMK are various fruit chips. 4. Krispi Rizky Krispi Rizky is a micro and small

<sup>21</sup> Tanzeh, Ahmad, *Metodologi Penelitian Praktis*, Yogyakarta : Teras, 2021.

<sup>22</sup> Sugiyono. *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta. 2019.

<sup>23</sup> Ibrahim, *METODOLOGI PENELITIAN KUALITATIF : Panduan Penelitian Beserta Contoh Proposal Kualitatif*, Bandung : ALFABETA, 2018.

business unit (UMK) that operates in the food and other culinary industries. Krispi Rizky is located in Pakal District, Surabaya City. This product from UMK is a crispy fried banana. 5. Joyo Joyo is a micro and small business unit (UMK) that operates in the cracker, chips, dent, and the like industry. Joyo is located in Pakal District, Surabaya City. The product from UMK is banana chips. 6. Mrs. Mah's click Kletikan Bu Mah is a micro and small business unit (UMK) that operates in the cracker, chips, dent, and the like industry. Kletikan Bu Mah is located in Sawahan District, Surabaya City. The product from this UMK is bu mah sticks. 7. Hot In is a micro and small business unit (UMK) that operates in the lumatan and surimi meat-based industry. Hot In is located in the Lakarsantri District, Surabaya City.

The product from this UMK is fish dumplings. 8. Fruit Churros Churros Buah is a micro and small business unit (UMK) that operates in the bread and cake products industry. Churros Fruit is located in Tandes District, Surabaya City. The product from UMK is fruit churros.

### **Interpretation of the Implementation of BPJPH Halal Self-Declaration Certification for Micro and Small and Medium Enterprises (UKM) in the City of Surabaya**

Consuming halal products is important and an obligation for Muslims. Therefore, every person should be able to choose halal products, namely by choosing products that have a halal logo or certification. Please note that halal product certification is obtained after the producer undergoes a halal certification process which is carried out systematically and responsibly by the Halal Product Guarantee Organizing Agency (BPJPH). The following is the flow of the process carried out in implementing halal certification for products from the registration process, carrying out

audits, and determining fatwas, to granting halal certificates.

### **Flow of Submitting Halal Self-Declaration Certification**



#### **1. Online Access**

The first stage of the halal certification process is accessing it online via the halal application or accessing [tsp.halal.go.id](http://tsp.halal.go.id).

#### **2. Registration (registration)**

Business actors create and activate accounts, and log in with the user name and password that have been registered. Business actors must prepare complete documents including: (a) business actors will be given a registration form by filling in business identity, business location, product data, materials used, and the production process flow, (b) apart from the registration form requirements, attached an ID card and ( c) must have a Business Identification Number (NIB) issued by the Ministry of Investment. To get NIB, business actors can register online via [oss.go.id](http://oss.go.id). etc. Then select the type of self-declare registration and fill in the facilitation code (sehati), complete the required documents, select the closest halal product processing institution and companion according to your business domicile, and send.

#### **3. Verification and Validation**

The PPH Companion checks the application data that has been entered and then verifies it first by visiting the production/business location of the business actor. The PPH Companion carries out an audit of all business actor activities, including checking all raw materials, cleaning tools, and product packaging used. If the material meets halal standards, the PPH Facilitator will validate the application from the business actor and send all files to BPJPH online.

#### 4. Issuance of BPJPH Letter

BPJPH then issued a document receipt letter and the application was forwarded to the MUI Fatwa Commission

#### 5. MUI Fatwa Session

The Fatwa Commission receives the files and prepares the Fatwa Session through the Fatwa Committee. The fatwa session takes approximately 1-2 months (depending on the number of submission queues). The results of the decision of the MUI fatwa session, if the application is accepted, will be sent to BPJPH to issue a halal self-declaration certificate, however, if the application is rejected, the fatwa committee will give reasons for the rejection and the business actor can submit it again through the initial stages of application.

#### 6. Issuance of self-declaration Halal Certificate

The issuance of Halal Certificates is carried out by BPJPH and can be downloaded via the account of the business actor or PPH companion which is signed by the Head of BPJPH.



### **Interpretation of BPJPH Halal Self-Declaration Certification for Micro and Small Enterprises (UMK) from a Sharia Economic Perspective in the City of Surabaya**

A halal certificate is a certificate that is proof that the product being distributed and traded meets the requirements set by the MUI. For communities that are predominantly Muslim, it is certainly very important to have halal certification, not only for business people but also for consumers. Apart from carrying out business licensing, business actors need to carry out halal certification. The importance of halal certification is not only for consumers but also for business actors themselves. In connection with Sharia economics, halal certification is something that must be carried out by a business, apart from that it also provides a sense of consumer safety, as a guarantee that the products are free of haram elements and are produced according to halal and ethical standards and adds confidence in distributing or marketing products. According to Yusuf Qardhawi, the definition of Sharia The economy is god-based.

The nature of this economic system has its starting point from Allah Azza Wa Jalla, the ultimate goal is Allah Azza Wa Jalla, and utilizes means that cannot be separated from Allah Azza Wa Jalla's law. Qardhawi believes that business and morals (ethics) are interrelated because morals are very important in Islamic life. Without morals in business, Muslims will be arbitrary in running a business regardless of whether it is halal or haram.

#### 1) The Importance of Eating Halal Food

The importance of understanding halal and good food products must be possessed by every community because in Islam every community must eat food that is halal and good, as stated in Surah Al-Baqarah verse 168

which means "O people, eat what is halal and good from what is on earth, and do not follow the steps of the devil; because indeed the devil is a real enemy for you." (QS. Al-Baqarah [2]:168). This verse explains that food that is halal and tayyib is the right food for humans and is recommended by Allah SWT. And even that is what is appropriate for humans. And the ulama provides information so that they continue to provide food that is halal and good, not mixed with haram. In line with Mrs. NM's interview, as a business actor, you must implement tayyib and halal because it affects the quality of the products produced.

This opinion was reinforced by RS informants that the importance of halal products is because as Muslims, it is an obligation to consume halal food. By the principles of Islamic business ethics related to faith, faith is a tool for Muslims to maintain their behavior in business. By surrendering to Allah, business actors will always protect their actions from things that are prohibited by sharia.

## 2) Provides a sense of security

Halal certification is important not only for producers but also consumers, the aim is to provide a sense of security for consumers, the existence of halal certification in a product creates peace and confidence for producers and certainty for consumers. Halal certification provides inner and outer peace and security for business actors and consumers. People who are aware of the importance of halal products will feel hesitant when they find products that do not have a halal logo because they believe that halal is important for a product to be safe to consume or use. In line with Mrs. MP's interview, the majority of Muslim people want to eat safe products that have complete permits so they can be accounted for. According to the principles of business ethics relating to the nature of Siddiq, business actors must have the

right qualities to be trustworthy and responsible. With the nature of Siddiq, business actors who carry out halal certification will hold responsibility by providing consumers with a sense of security regarding their products.

## 3) Halal Product Guarantee

Business actors in implementing halal certification must go through strict steps, right from the start of product production. Products are manufactured until sold, and evaluation is inseparable from achieving halal certification. The strict Halal certification process ensures that the product or goods can be guaranteed to be Halal and consumed or used. In line with Mrs. RA's opinion that consumers can guarantee that they will get food-safe products. Then it is also obtained and produced in a good way, and the raw materials are also halal, so

There is a guarantee of product quality and safety. By the principles of business ethics relating to the nature of trustworthiness or honesty. Honesty in conducting business by what the Prophet practiced. Halal certification assessment requires honesty in production, honest business actors will clearly state the source of their product ingredients and there is nothing to cover up. The goal of halal certification is essentially to protect the rights of consumers, in this case, Muslim consumers. Halal certification aims to determine whether a product is worthy of being Halal-certified. The benefits of halal certification essentially demonstrate a certain urgency, in addition to the benefits of consumers and economic entities.

The benefit for business actors is that halal certification will provide added value to the products being bought and sold. Apart from that, product formulas from business actors will be kept confidential. a) Increase selling value Halal certification not only provides the

benefit of the legal protection of the rights of Muslim consumers against nonhalal products but also increases the selling value of economic entities' products, because consumers will not hesitate to give products traded by business actors.

The halal certification logo provides legal certainty to Muslim consumers that the product complies with Sharia. In line with Mr. SK's interview, the benefit of halal product certification is an increase in sales value and turnover. The increase in sales turnover is because apart from being marketed at the production house, there is collaboration with shops/stalls in Surabaya. b) Expanding Marketing Network and Scale Products Business actors, apart from convincing consumers that their products are halal and good, must also have good relationships with all consumers regardless of religion. Business actors implementing halal certification for their products, apart from marketing the products, must also explain their products and the ingredients used to consumers so that consumers do not become suspicious. In line with Sister MP's interview, one of the benefits of a halal certificate is expanding the marketing network in retail and modern markets because there are regulations that the products offered must have a halal label. It was confirmed by Mr. RP's interview that the importance of the marketing licensing requirements is to increase the selling value of the product, facilitate the distribution of goods, and expand the network and scale of product marketing. Now demand from outside the region is also increasing because they care about halal products. c) Guaranteed Prescription Article 57 of the JPH Law states: "Any person involved in the process of guaranteeing halal products who fails to keep secret a formula containing information provided by an economic member according to the provisions of Article 43 will be punished with imprisonment for a maximum of 2 (two)

years or a fine of a maximum of 2 (two) years. Rp. 2 billion,- (two billion rupiah)." Business actors do not need to worry about the confidentiality of the formula contained in their products because the law regulates the confidentiality of the formula submitted. In line with the interview with Mr. DP, apart from increasing sales value, the halal certification process also guarantees the confidentiality of product recipes from business actors. As auditors, they take proper care, therefore business actors must be transparent in conveying the ingredients of their products.

#### **D. CONCLUSION**

Based on the described research results and research analysis, the following conclusions can be drawn :

1. Implementation of halal certification BPJPH for micro and small businesses in 2023 in the City of Surabaya will be carried out online in several stages, starting from the registration process, carrying out audits, determining fatwas, to granting halal certificates. The first stage of the halal certification process is accessing it online via the halal application or accessing [tsp.halal.go.id](http://tsp.halal.go.id). Then the business actor creates and activates an account, and logs in with the username and password that have been registered. Then Select the Type of self-declare registration and fill in the facilitation code (sehati), Complete the required documents, select the closest halal product process agency and companion according to business domicile, and send. Then the PPH Facilitator checks the application data that has been entered and then verifies it first by visiting the production/business location of the business actor. The PPH Facilitator carries out an audit of all business actor activities, including checking all raw materials, cleaning tools, and product packaging used, after all these materials meet halal standards, the PPH Assistant will validate applications from

business actors and send all files to BPJPH online. Then BPJPH issues a document receipt letter and the application is forwarded to the MUI Fatwa Commission. Then the Fatwa Commission receives the files and prepares the Fatwa Session through the Fatwa Committee. The fatwa session takes approximately 1-2 months (depending on the number of submission queues). The results of the decision of the MUI fatwa session, if the application is accepted, will be sent to BPJPH to issue a self-declaration halal certificate, but if the application is rejected, the fatwa committee will give reasons for the rejection. It can be submitted again through the initial stages of submitting the business actor and finally, the issuance of the halal certificate will be carried out by BPJPH and can be downloaded via the account of the business actor or PPH companion signed by the Head of BPJPH.

2. Halal certification is something that must be carried out by a business, apart from that it also provides a sense of security for consumers, as a guarantee that the product is safe from haram elements and is produced in a halal and ethical manner, and adds confidence in distributing or marketing the product. Halal certification as an application of Sharia business ethics applies three ethical principles, namely, aqidah, Siddiq, and Amanah. The urgency of halal certification is not only for consumers but also business actors, including the importance of eating halal food, and providing assurance and a sense of security. Meanwhile, the benefits obtained from halal certification include increasing sales value, expanding the marketing network and scale, and guaranteeing that recipes are maintained.

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